Document N: Course and Program Development:
IMPACT AND APPROVAL SIGNATURES
See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: CAS  
CONTACT NAME: Julie Simon  
PHONE: 410-837-6061

DEPARTMENT/DIVISION: School of Communications Design  
DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION: fall  
YEAR: 2013

TYPE OF ACTION:  
LEVEL OF ACTION: noncredit

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

**COURSE ACTIONS**

| Original Subject Code/Course Number: |  
| CMAT 359 |  
| Original Course Title: | Print Production |

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

<table>
<thead>
<tr>
<th>COURSE ACTIONS</th>
<th>PROGRAM ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Experimental Course</td>
<td>10. Program Requirements</td>
</tr>
<tr>
<td>2. Course Title</td>
<td>11a. Undergraduate Specialization (24 credits or fewer)</td>
</tr>
<tr>
<td>3. Course Credits</td>
<td>11b. Master's Specialization (12 credits or fewer)</td>
</tr>
<tr>
<td>4. Course Number</td>
<td>11c. Doctoral Specialization (18 credits or fewer)</td>
</tr>
<tr>
<td>5. Course Level</td>
<td>12. Minor (add or delete)</td>
</tr>
<tr>
<td>6. Pre- and Co-Requisite</td>
<td>13. Closed Site Program</td>
</tr>
<tr>
<td>7. Course Description</td>
<td>14. Program Suspension</td>
</tr>
<tr>
<td>8. New Course</td>
<td>15. Program Reactivation</td>
</tr>
<tr>
<td>9. Deactivate Course</td>
<td>16a. Certificate Program (UG/G) exclusively within existing degree program</td>
</tr>
<tr>
<td>22. Other</td>
<td>16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)</td>
</tr>
</tbody>
</table>

**ADDITIONAL DOCUMENTATION**

(ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents):)

- summary proposal (O)
- course definition document (P)
- full five-page MHEC proposal (Q)
- financial tables (MHEC) (R)
- other documents as may be required by MHEC/USM (S)  
- other (T)
**IMPACT REVIEW** (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
<td></td>
<td></td>
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<tr>
<td>b. OTS</td>
<td></td>
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<tr>
<td>c. University Relations</td>
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<tr>
<td>d. Admissions</td>
<td></td>
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<tr>
<td>e. Records</td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Impact Statement Attached</th>
</tr>
</thead>
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</tbody>
</table>

**APPROVAL SEQUENCE** (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td>11/29/11</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
<td></td>
<td>12/19/11</td>
</tr>
<tr>
<td>D. Dean</td>
<td></td>
<td>1/20/12</td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. University Council (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td></td>
<td>8/19/2012</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I. Board of Regents (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K. MHEC (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L. MHEC (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. Middle States Association notification Required only if the University’s mission is changed by the action</td>
<td></td>
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</tr>
</tbody>
</table>

1 University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University’s mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
Document O: Course and Program Development: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL:  
- LAW  
- NSB  
- CAS  
- CPA

CONTACT NAME: Julie Simon  
PHONE: 410-837-6061

DEPARTMENT/DIVISION: School of Communications Design  
DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION:  
- fall  
- spring  
YEAR: 2013

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

1. Experimental Course  
2. Course Title  
3. Course Credits  
4. Course Number  
5. Course Level  
6. Pre- and Co-Requisite  
7. Course Description  
8. New Course  
9. Deactivate Course  
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11a. Undergraduate Specialization (24 credits or fewer)  
11b. Master’s Specialization (12 credits or fewer)  
11c. Doctoral Specialization (18 credits or fewer)  
12. Minor (add or delete)  
13. Closed Site Program  
14. Program Suspension  
15. Program Reactivation  
16a. Certificate Program (UG/G) exclusively within existing degree program  
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)  
17. Off-Campus Delivery of Existing Programs  
18a. Undergraduate Concentration (exceeds 24 credits)  
18b. Master’s Concentration (exceeds 12 credits)  
18c. Doctoral Concentration (exceeds 18 credits)  
19. Program Title Change  
20. Program Termination  
21. New Degree Program  
22. Other

For changes to existing courses:

OLD TITLE  
NEW TITLE

<table>
<thead>
<tr>
<th>SUBJECT CODE/COURSE NO.</th>
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Summer 2010
DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

The School of Communications Design proposes a new course, CMAT 359: Print Production.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The proposed course combines elements from WRIT377/Getting It Printed, which we're deleting, and the undergraduate version of PBDS 649/Designer's Survival Guide, which we've offered a couple times as a special topics course and also updates the material in terms of digital print technology.

It's not a design course, but rather a course that gives design students the knowledge they need to be able to talk with printers, to prepare design work to be printed, and to understand how various design decisions affect production and distribution costs.

The course will be a recommended elective for students in the new digital communication major who are specializing in print design, a major elective for other digital communication, English, and Integrated Arts majors, and a general elective for other CAS, CPA, and MSB undergraduates.
1. DATE PREPARED
11/11/11

2. PREPARED BY
Julie Simon

3. DEPARTMENT/DIVISION
School of Communications Design

4. COURSE NUMBER(S) with SUBJECT CODE(S)
CMAT 359

5. COURSE TITLE
Print Production

6. CREDIT HOURS
3

7. CATALOG DESCRIPTION
Processes and strategies for moving work from the designer's screen to the printer and finally to the audience. The course will examine the business relationship between designers and print vendors, the various stages of the printing process as it relates to digital design, and budget considerations that affect design. Students will learn to write print specifications and weigh the strengths and weaknesses of different printers and printing processes. Laboratory Fee.

8. PREREQUISITES
None

9. COURSE PURPOSE (how the course is to be used in the curriculum; e.g., required for the major, elective, etc.)
Major elective for digital design, English, and integrated arts majors; general elective for other UB undergraduates.

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.)
None

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial or workshop; this must match PeopleSoft 9.0 coding, so check with your dean's office if you

Summer 2010
12. FACULTY QUALIFIED TO TEACH COURSE

Amy Pointer, Ed Gold, and most of our regular design adjuncts

13. CONTENT OUTLINE

- Week 1: Print in the 21st Century
- Weeks 2-9: Printing Processes and Variables
  - Process vs Spot (Solid) Color
  - Separations
  - Paper & Ink
  - Folds
  - Bindery
  - Distribution
  - Visits to Printers
- Weeks 10-11: Budget Variables
- Weeks 12-13: Prepress Preparation
- Weeks 14-15: Choosing the Printer

14. LEARNING GOALS

By the end of the course, students should be able to:

- Explain the steps involved in the printing process.
- Demonstrate competency when readying a design project for printing.
- Discuss the strengths and weaknesses of different printing processes.
- List and discuss several variables that can affect printing and distribution costs.

15. ASSESSMENT STRATEGIES

Written exam over terminology and printing processes; production of detailed printing specification sheets; explanation of design choices and how those choices affect cost.

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)


Optical viewer called a Lupe, approximately $10.

Sketch Book (approximately 9” x 12”)

Spray Adhesive or Glue Stick

17. SPECIAL GRADING OPTIONS (if applicable)

Summer 2010
18. **SUGGESTED CLASS SIZE**

25-30

19. **LAB FEES (if applicable)**

Standard SCD undergraduate lab fee required; currently $50